

SUMMER MOVIES IN THE PARK
2013 SPONSORSHIP
OPPORTUNITIES



Summer Movies in the Park 2013 Sponsorship Opportunities

Summer Movies in the Park is the largest FREE outdoor movie series in Greater San Diego County.

The County of San Diego Department of Parks and Recreation has teamed up with the cities of San Diego, National City, La Mesa, San Marcos, Oceanside, Poway, Lemon Grove, El Cajon, Lakeside, Spring Valley, Julian, Ramona, Rancho San Diego, Pine Valley, Escondido, and the USS Midway, along with several new cities/locations, for the popular Summer Movies in the Park outdoor movie night series.

All movie nights are produced by FunFlicks, San Diego's largest outdoor movie event company. The success of this community program depends on the support of local and regional businesses. Thank you for considering sponsorship of Summer Movies in the Park.

Our Mission

In June through September, 2013 we will host 60 free evening events and entertain nearly 20,000 San Diegans.

Summer Movies in the Park is unique in many ways:

- ★ Free alternative to expensive movie theater outings, especially in today's tough economy
- ★ An opportunity to bond with family in beautiful natural settings of San Diego
- ★ A memorable experience for everyone from grandparents to toddlers
- ★ Convenient, local, fun and safe night out
- ★ A family tradition for local families
- ★ A true community builder across diverse ethnicities and socio-economic backgrounds

Taking Back Our Parks

The Summer Movies in the Park event series began in 2007 as a 'take back our parks' initiative, giving local residents a reason to visit their local county and city parks for a free and safe evening event. This well-attended community activity deterred inappropriate after-hours park use and loitering and gave residents an opportunity to feel safe in their local park, thus encouraging future visits.

What Attendees Said:



96% Would recommend Summer Movies in the Park to a friend



90% Felt that the event offered them an opportunity to "recreate" with the family.



83% Called it a "Fun Recreational Experience"



72% Said it allowed them to spend time in and with my community



28% Felt it increased park safety and security



"We look forward to these movies every year as a family tradition. When our kids get older, they will say, 'We used to go to the movies in the park with my parents every summer!'"

Sponsorship is a Great Value

As a local business in a competitive marketplace, your donation will demonstrate your commitment to your employees and the community. Your financial support will not only help us continue to offer this cherished family event series, but your dollars will bring your company's name to an estimated 25,000 movie goers and thousands of park visitors in an intimate, community-oriented setting.

As a sponsor, your company supports these fun, free family events, giving back to our community and providing an opportunity for the county's greatest resource - its parks and open spaces - to be seen and enjoyed in a different, unique way.

Attendance / Reach	2012	2013 (Estimated)
Total Events	57	~ 60
Total Attendance	~ 17,000	~ 20,000
Website Impressions	~ 100,000	~ 150,000
Social Media Impressions (Facebook & Twitter)	~ 10,000	~ 50,000
Print Impressions i.e. Flyers/Postcards/Banners/eblasts	~ 200,000	~ 250,000
Media / PR Reach	~ 1 Million	~ 1 Million +

Demographics

FAMILIES SURVEYED HAVE:

Children Ages 0-5	45%
Children Ages 6-11	34%
Children Ages 12-17	16%

AGE OF ADULT ATTENDEES

Ages 25-34	31%
Ages 35-44	40%
Ages 45-54	15%

GENDER

Female	85%
Male	15%

Media Coverage

Valued at \$118,800
(using Catalyst Nonprofit Valuation)

Some of our Media included:

Best of... San Diego Magazine 2011
KUSI Morning News from Heritage Park
Univision Interview
San Diego Union Tribune (UT)
San Diego Reader
San Diego Family Magazine
Signonsandiego.com
San Diego County News
Sandiegonewscape.com
North County Times
Parks & Recreation Magazine
92127 Magazine

"It's free, good, family fun."

2013 Sponsorship Levels	Title Sponsor (Limit 1) \$10,000	Series Gold Sponsor (Limit 4) \$5,000	Community Sponsor \$2,500	Neighborhood Sponsor \$1,000	Single Night Sponsor \$500
Series Naming Rights	★				
Top Billing on all 2013 materials	★				
60-second pre-movie commercial on jumbo screen (must provide .wmv file)	★				
30-second pre-movie commercial on jumbo screen (must provide .wmv file)		★			
Logo on screen pre-movie	★	★	★	★	★
Free Exhibit Space 10x20 (provide your own table/set-up)	★				
Free Exhibit Space 10x10 (provide your own table/set-up)	★	★	★		
\$75 Exhibit Space per event 10x10 (provide your own table/set-up)				★	★
Online Recognition:			(logo only)	(logo only)	
Logo and link on Event Website Homepage	★	★	★	★	
Logo on Facebook and Twitter pages	★	★			
Logo and link on official event newsletters	★	★	★		
Print Recognition:					
Logo recognition on all print materials (banners, postcards, flyers)	★	★	★		
Name recognition on all print materials (banners, postcards, flyers)				★	
Media and PR:					
Name Listing in all press releases	★	★	★		
Recognition through preferred media partners	★				

** Customized marketing/promotional opportunities are available, such as couponing, online promotion, pre- or post-movie activities, food sampling or sales and at-event live interaction.

For sponsorship information, please contact Christine Lafontant at christine.lafontant@sdcounty.ca.gov or 858-966-1333

“This was a great family event that allowed me to spend time with my family at no cost. We had a great time!”

“It brought us closer together and we got a chance to meet new people in our area and all around San Diego.”

“What a creative and wonderful resource for the community! Summer Movies in the Park provided us with a really different “date night” that was actually affordable. Can’t wait to come back with the kids!”



Sponsorship Application Form

Yes! We would like to sponsor the 2013 Summer Movies in the Park Series

San Diego County Parks Society is a registered 501(c)3 nonprofit organization. Tax receipts with taxpayer Identification Number (TIN) will be sent promptly upon receipt of sponsorship.

Select Your Sponsorship Level Check One:

Title Sponsor \$10,000 (Limit 1)	Series Gold Sponsor \$5,000 (Limit 4)	Community Sponsor \$2,500	Neighborhood Sponsor \$1,000	Single Night Sponsor \$500
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Contact Information

Company Name _____

Contact Name _____

Day-time phone _____

Email _____

Billing Information

☐ Check enclosed made payable to San Diego County Parks Society

☐ Please charge my card

☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Name on Card _____

Card Number _____

Exp. Date _____

Security Code _____

Authorized Signature _____

Title _____

Fax Attn: **Christine Lafontant** at **858-966-1333**